

United States Department of the Interior
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October 1, 2003

Information Bulletin No. BC-2004-002

To: All Washington Office and Field Office Officials
Attn: Sign Coordinators, Visual Information Specialists, and Recreation Planners

From: Director, National Business Center

Subject: Sign Coordinators Workshop

DD:10/20/03

The Annual Sign Coordinators Workshop will be held October 28 and 29, 2003, in the Center Conference Room, Building 50, Denver Federal Center, Denver, Colorado. The theme this year is "Preparing for the 2004 Sign Initiative." The Workshop will begin at 8:00 a.m. on Tuesday and go until 5:00 p.m. on Wednesday.

This has been a busy year for the sign program. New national standards were developed and implemented and \$1 million was put into the sign program. In FY 2004, another \$1 million will be available for sign manufacturing and installation. The Bureau is in its second year of utilizing signs to improve its image and identity. This all adds up to another challenging year for all of the disciplines involved in signs. The Workshop will build on the lessons learned from the 2003 Sign Initiative, the new designs, and the creation of graphics for National Landscape Conservation System signs. This year's Workshop will focus on identifying FY 2003 successes and using them to streamline and simplify the 2004 sign initiative.

We would like to invite State and field office sign coordinators, visual information specialists, and others who have signage responsibilities. To have a responsive sign management program, it is critical to involve all parties who have input in the sign process. This includes sign coordinators, recreation planners, interpretative specialists, engineers, and other relevant disciplines.

A block of rooms has been reserved at the government rate of \$79 per night at the Hampton Inn Denver West/Lakewood. Please contact the Hampton Inn directly at 303-969-9900 and ask for a room that is being held under the group name of BLM-Sign Coordinators Meeting. Rooms will be held at this rate until Wednesday, October 15, 2003.

For your information, a draft agenda is attached. Please contact Lee Campbell by phone or e-mail by October 20, 2003, to let him know who is attending. Questions or concerns can also be addressed to Lee at 303-236-9422.

Signed by:
Thomas F. Boyd
Director, National Business Center

Authenticated by:
Lynne J. Lotvedt
Staff Assistant

1 Attachment
1 - Preliminary Draft Agenda (2 pp)

BC-651:L.CAMPBELL:ljl:9/30/2003:2003SignMtgIB

2003 Sign Coordinators Workshop
AGENDA

Tuesday, October 28, 2003

8:00 Welcome
Overview of the agenda

8:15 Introductions

8:30 New sign standards
How are they different?
How are they working?
Problem areas

10:00 Break

10:15 Sign Manual
Sign Guidebook
Sign Committee Charter
Automated 9130-3

11:30 Lunch

1:00 2003 Sign Initiative in Retrospect/2004 Sign Initiative
Problems
Successes
Issues
Priorities
Procedures

3:00 Break

3:15 Initiative Graphics
Landscape and Mark development
Parameters
Costs
Approvals

4:30 Adjourn

Wednesday, October 29, 2003

8:00 Communicating With Signs

9:00 National Programs Update
Engineering
Recreation
Interpretation

10:00 Break

10:15 National Program Update continued
NLCS
Wild and Scenic Rivers
Back Country By ways

11:15 National Sign Center Update
What's new
Web site
Procedures
Substrates
Processes
National Sign Contracts

12:00 Lunch

1:30 Image and Identity Update
Logos
Tag lines
Sign maintenance

2:15 Collocation Signing

3:15 Break

3:30 Forest Service Initiatives

4:15 Accomplishments

5:00 Conclusion

Attachment 1-2